

Edition:Edina

Volume 1, Issue 2

The City of Edina



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Legend:

- Infrastructure
- Commercial and Mixed-Use Redevelopment
- Workforce
- Communication and Engagement
- Community Vision
- Aviation Noise

Speak Up, Edina!

A new discussion is now available on www.SpeakUpEdina.org. The discussion, available March 1-31, focuses on organized garbage hauling in the City.

Some Cities have zoned garbage hauling where there are several haulers, but one per zone or district. Edina allows residents to choose their garbage haulers.

The City wants to learn more about what people think about the City's current garbage hauling process. In the discussion, the following questions are asked:

- Do you prefer to choose your garbage hauler, or would you prefer the City hold contracts (like recycling) with haulers so only one garbage truck would come down your street each week? Why or why not?
- What are your biggest concerns if the City were to move to a City-contracted garbage hauler?
- The City provides a single recycling hauler, and residents are billed quarterly with their water bills. Would you support a similar payment structure? How much would you be willing to pay per quarter?

In February, the City gathered feedback on the food-to-liquor ratio for restaurants holding liquor licenses. Questions posed ranged from whether or not individuals wanted to see that ratio change, what they thought the ratio should be or if the City should keep the ratio unchanged, but revise the penalty structure for violations of the ordinance.

Through the end of the year, the City of Edina will hold a new discussion on the City's civic engagement website every month. Information from the online discussions will be compiled and forwarded to the City Council for consideration.

To weigh in on this month's discussion, visit www.SpeakUpEdina.org.

Police 'Focus In' on Unsafe Equipment During March

As a part of the 2014 "Focus In" campaign, Edina patrol officers will focus police efforts on those with unsafe equipment on their vehicles during the month of March.

"Keeping a vehicle properly maintained helps keep everyone traveling on our roadways safer," said Sgt. Scott Kuyper, who oversees the "Focus In" campaign. "Inoperable head-lights, tail-lights, signals and horns often go unnoticed by a driver. An officer's friendly reminder may save a life."

Education will include a warning to those who violate the statutes or codes. In extenuating circumstances, a citation may be issued. Last March, 171 verbal or written warnings were given out for unsafe equipment.

Each month, patrol officers focus police efforts on a specific statutory violation in order to educate the public and gain compliance.

This year, Police have already focused on obstructed vision and failure to signal. For the following months, police will "Focus In" on failure to display headlights, bike safety, curfew violations, pedestrian safety, child and seatbelt safety, school bus stop arm protocol, speed in school zones, night and snow parking, and the "move over" law.

The violations the Police Department will "Focus In" on have seasonal relevance, affect the quality of life in Edina or pose safety risks to residents. All statutes will be enforced year-round, but additional attention will be paid to the focus of the month.

For more information, contact the Edina Police Department at 952-826-1610.



City Begins Visioning Process

What will Edina look like in the year 2040?

That's the question the City hopes residents will help answer as it begins a process to update its vision. The City last crafted a community vision and strategic plan in 2000 as part of a project known as "Edina Vision 20/20."

The City's vision statement, as adopted in 2000, is: "Edina will be the preeminent place for living, learning,

raising families and doing business, distinguished by a livable environment, effective and valued City services, a sound public infrastructure, a balance of land uses and innovation."

Staff is working to find a consultant to lead the project, which will include many opportunities for public participation. The visioning process will occur over the course of the year. Staff hopes to present a community vision to the City Council for approval in March 2015.



City Council, Planning Commission Review Proposed Plans

Several commercial areas of the City could be getting a revamp in the coming months. The City Council and Planning Commission have reviewed several proposed projects around the community.

Pentagon Park

The City Council and Planning Commission have both expressed support for sketch plans presented for a major redevelopment of Pentagon Park in southeast Edina. Hillcrest Development would like to redevelop the 43-acre site over the next two to 15 years, with office space, retail and a hotel. The developer has filed a formal application for the plan, and is requesting the site be rezoned from mixed development district (MDD-6) to planned unit development (PUD).

West 49th Street Housing

A proposal to tear down an existing single-family home and rebuild a double-dwelling unit was presented to the City Council in early February. The property, 3923 W. 49th St., is just north of 50th & France and next to a four-story apartment building. The proposed building is two stories with underground parking. The project would require a rezoning from a single dwelling unit district (R-1) to double dwelling unit district (R-2), and building coverage, lot width and lot area variances.

Taco Bell

In January, Border Foods showed plans to raze Taco Bell, 3210 Southdale Circle, and build a new, slightly smaller, more modern restaurant. Parking and building setback variances would be



required. The City Council was supportive of the plan, and the applicant will submit a formal application for approval. Border Foods estimates it will take 90 days to rebuild the new Taco Bell following demolition.

Edina Industrial Boulevard

The Planning Commission reviewed sketch plans for side-by-side redevelopments on Edina Industrial Boulevard in mid-February. The Commission first reviewed a plan to redevelop 5108 Edina Industrial Blvd. from office uses to retail, including a drive-thru. The developer, Frauenshuh Commercial Real Estate Group, would like to replace the existing 12,196-square-foot building with two buildings, totaling 9,450 square feet. The plan would require a rezoning from planned office district (POD-1) to planned commercial district (PCD-2), and a Comprehensive Plan amendment.

Just to the east, DJR Architecture is proposing to demolish the existing 20,388-square-foot office structure at 5100 Edina Industrial Blvd., and replace it with approximately 16,000 square feet of retail space, which includes a drive-thru. This plan would also require rezoning from POD-1 to PCD-2 or PUD, and a Comprehensive Plan amendment. The Council will review both of these plans in early March.

View a listing of all recent and proposed commercial redevelopments in next month's issue of Edition: Edina.

For more information, contact the Planning Division at 952-826-0369.

A sketch plan proposing to build a new Taco Bell, 3210 Southdale Circle, was viewed favorably by the City Council. Once the final project is approved, construction can begin, and could take as little as 90 days to complete.

City Council to Consider Changes to Golf Operations

The City Council will consider a plan Tuesday, March 4, to make Braemar Golf Course financially stable and self-sufficient, improve customer service and improve facilities for better play and experience.

The strategy was introduced to the public at a meeting in late January. The Park Board endorsed the plan at its meeting Feb. 11.

The six-point strategy proposed by City staff is:

1. Narrow scope of operations.

City staff believes purchasing Normandale Executive Golf Course in 1992 was a wise City investment in 42 acres of land. With the decline in public golf, though, the City must focus on its primary golf product at Braemar Golf Course. City staff recommends Fred Richards Executive Golf Course close at the end of the 2014 season.

Few, if any, golfers will be displaced. The City's research shows that Braemar has the capacity to handle most of the leagues and play currently at Fred Richards Executive Golf Course.

City staff will recommend that the land be held for public use and not sold for private redevelopment. A public process will be held later and apart from this process to determine the best public use of the Fred Richards Executive Golf Course property at 7640 Parklawn Ave.

2. Invest in improvements at Braemar.

To make Braemar more attractive to current and prospective golfers, immediate capital improvements are necessary. City staff recommends a renovation of the driving range, with work commencing in the fall. The existing building would remain, but the new driving range would include:

- Improved range tee with 60 10-foot turf stalls or 76 8.5-foot stalls with mats
- Target green
- New teaching area and turf tee with 30 10-foot turf stalls or 35 stalls with mats
- Netting for golfer safety

Improvements to the driving range would result in the need for changes to the executive course, which will become a par 3 course. The remote parking lot would be removed and the wetland or pond would be expanded. Other water features would be included in the renovation project as well.

3. Modify prices and discounts.

The City will carefully examine its current fee structure, ensuring that Braemar offers competitive green fees. Also, the Patron Card program will be examined to determine the best benefit and reward program for loyal customers. New fees would be introduced in 2015.

4. Outsource ancillary services.

City staff believes it would be best to outsource the grill or restaurant operations of the clubhouse. If the proposal is approved, the City will seek a restaurateur or other entity to provide patrons with quality food and beverage.

5. Expand marketing.

Aggressive marketing is necessary to attract more golfers to Braemar Golf Course. Strategic marketing and advertising in the region (not just Edina) will positively impact the bottom line.

6. Improve customer service.

As part of this plan, the City would retain an outside firm to help hire and train Braemar Golf Course employees to ensure that customers receive the best service possible at a municipal golf operation. Customer service will be a focus in 2014 and beyond.

Implementing the six-point strategy would result in a reduction of more than \$2 million in expenses over the next six years. As a result, by the year 2020, Braemar Golf Course should be self-sufficient, no longer relying on profits from Edina Liquor. About \$485,000 of Edina Liquor profits are used to subsidize the municipal golf operations each year.

Residents are encouraged to share their written comments at mail@EdinaMN.gov or Parks & Recreation Department, Edina City Hall, 4801 W. 50th St., Edina, MN 55424. Residents may also testify at a public hearing 7 p.m. March 4. The meeting will be held in the Council Chambers of Edina City Hall, 4801 W. 50th St.

For more information, call 952-927-8861.



Meet Your New Police Chief: Dave Nelson



The new Police Chief for the City of Edina isn't a stranger to Edina residents. Dave Nelson has served the City for nearly 25 years. After a four-year stint serving as Deputy Police Chief, Nelson was promoted in January to Chief.

Nelson is a Minnesota native who grew up in Bloomington and graduated from Normandale Community College in 1983 with an associate degree in law enforcement. Upon graduation, Nelson began his career in law enforcement in Andover as the Patrol Deputy for the Anoka County Sheriff's Office.

Nelson longed for the continuity and community that a local police department could offer and when the opening for a patrol officer for the City of Edina came up, he leapt at it.

Thinking back to his hire with the City, Nelson remembered, "I always wanted to come back closer to home. At that time, I was living in Savage, so it was a 51-mile drive there and back. ... In February of '91, I was offered the job with Edina and I've never thought about leaving."

Nelson became the first full-time School Liaison Officer, spent five years on the SWAT team and served as an adviser to Edina/Eden Prairie Police Explorer Post 925.

Nelson received his bachelor's degree in criminal justice from Metro State University in 1996. Soon after, Nelson was promoted to a full-time detective position that handled fraud and forgery cases. His career advanced quickly as he was promoted to Investigator, Sergeant and then Lieutenant overseeing fraud and forgery investigations and eventually overseeing the patrol unit.

In 2009, he graduated from the 239th Session of the FBI National Academy staff and command course. The following year, Nelson was promoted to Deputy Police Chief. And, this year, Nelson's ambitions were rewarded with his current placement of Police Chief.

Nelson describes his most important role as Police Chief as a relationship builder, maintaining and developing connections with the community, schools, businesses and area organizations.

"We are a lot more customer service oriented," explained Nelson. "In Edina, that is something we stress. You get a lot more service in Edina and that is one thing our residents really appreciate."

For more information, visit www.EdinaMN.gov/Police.

City Launches e-Utility Billing

In response to popular demand from Edina residents, the City recently launched e-Utility Billing, a free online system for paying utility bills. City utility bills, sent quarterly, include the cost of water, sewer, storm drain and recycling for most properties in Edina.

So far, response has been positive. First impressions portray the new site as very user-friendly. The City is confident that people will find the online payment system hassle-free, convenient and informative. Convenience is an overall theme on the payment site, which is accessible at www.EdinaMN.gov/Finance. You can access your account and pay your bill at any time, see your account history and view your past water usage.

Residents can make a one-time payment without registering, or they can register to receive eBills. Once a customer registers, eBills will replace paper statements from that point on. Registration also allows users to view usage history information. Another available option on the site is automatic withdrawal via credit card or bank account, which adds another level of convenience for Edina's residents.

Users can quickly cancel e-Utility Billing, if they so choose. All existing payment methods will remain in place.

Assistant Finance Director Eric Roggeman believes these conveniences will prove very valuable for Edina residents.

"We are very excited about this new technology because it will allow our utility customers to access their data anytime, not just during regular business hours," he said. "Customers will be able to view usage and bills and make payments online. People have asked whether these options were available in the past, and now we will be happy to tell them that there are new options."

Edina is part of Local Government Information Systems (LOGIS), a joint powers, intergovernmental consortium of Minnesota local government units. The online system for paying utility bills is a LOGIS solution. A number of nearby cities in the consortium are currently using the system, including Eden Prairie, Maple Grove and St. Louis Park. Feedback from residents in those cities has been positive, as well.

Of all the metro area cities using this online service, Eden Prairie has the highest percentage of enrollment at 19 percent. Roggeman estimates that Edina will have 20 percent of its accounts enrolled in online utility billing within two years.

For more information on e-Utility Billing, contact Dona Fowler or Lori Lohmann in Utilities at 952-826-0373

City Joins National Advocacy Group to Combat Aviation Noise

With aviation noise an ongoing concern, the City of Edina recently joined the National Organization to Insure a Sound Controlled Environment (NOISE).

City Manager Scott Neal is hoping the group will provide support when he, along with other City staff and Council Members Joni Bennett and Mary Brindle, meets with lawmakers during a March trip to Washington D.C.

"We're looking forward to working with the organization to construct and guide our communications with the FAA and elected officials," said Neal. "As a preeminent aviation noise group, they will provide legislative advocacy on behalf of the City."

NOISE, the country's leading community voice on aviation noise issues, is a coalition of locally elected officials and industry stakeholders who work cooperatively with local and federal government to find solutions to excessive airport noise issues.

"We are thrilled to have Edina as a Member of NOISE, America's oldest community-based aviation noise abatement advocacy organization. The more communities that join together to advocate for noise abatement policies at the federal level, the stronger the community voice becomes," said Dennis McGrann, NOISE Executive Director. "Edina's membership and engagement will certainly help the NOISE organization and communities across the country to further their objectives on these vital issues"

Bloomington, Mendota Heights and Minneapolis are also active members of the organization.

In addition to providing legislative advocacy, the group will work with the City to identify concerns and provide research and contacts.

Concerns about aviation noise began toward the end of 2012 when the City of Edina learned about the Federal Aviation Administration's (FAA) proposal to implement a new flight control system that would concentrate more planes over fewer neighborhoods. Edina is just one of the cities that would be impacted by the change.

In January of 2013, the Edina City Council requested the Metropolitan Airport Commission (MAC) grant Edina full voting membership in the Noise Oversight Committee (NOC). However, the request was denied. The City was granted membership under an "at-large" position. In April 2013, Bennett was appointed to the "at-large city group" of the NOC.

Due to the feedback from local communities, the FAA has delayed the implementation of the new flight control system until July for arriving flights and until September for departing flights. The City will continue to take strong measures to contest the potential increase in aviation noise.

For more information about Edina's position regarding aviation noise, contact Bennett at 952-927-0661 or visit www.EdinaMN.gov/aviation-noise. For more information about NOISE, visit www.aviation-noise.org.

Millner Named Engineering Director



City Manager Scott Neal has named Chad Millner Engineering Director.

Millner, who had been serving as interim Engineering Director since November 2013, was hired by the City in June 2012 as Assistant City Engineer.

Prior to joining the City, Millner worked for SEH, a full-service engineering, planning and architectural firm, for more than 11 years as a construction and project manager in municipal and civil engineering. He studied physics at Gustavus Adolphus College in St. Peter, Minn., and received a degree in civil engineering from the University of Minnesota. He will receive his master's degree from St. Cloud State University later this spring.

"I feel fortunate to have someone with Chad's intellect and work ethic to take on the duties of our Director of Engineering position," said City Manager Scott Neal. "He has the integrity, quality and dedication to serve the community."

As Engineering Director, Millner will manage 12 full-time employees, oversee the completion of capital improvement projects and ensure the City's strategic goals relating to Engineering are met. The Engineering staff is responsible for the planning, design and construction of the City's infrastructure, including sidewalks, bikeways, water systems, street lighting systems, and yearly street reconstruction projects.

"I'm super excited to serve the City of Edina as its Engineer," Millner said. "I look forward to leading the department and figuring out the challenges that come with it. I think my skills, in addition to my past experience, and having served as interim Director will make for a seamless transition."

Millner began his new position January 27.

For more information, call the Engineering Department at 952-826-0371, or visit www.EdinaMN.gov/Engineering.

Upcoming Events

Monday, March 3, 7 p.m.
State of the Community, Edina City Hall Council Chambers
Mayor James Hovland, City Manager Scott Neal and Edina Public Schools Superintendent Ric Dressen will deliver the 2014 State of the Community at 7 p.m. Monday, March 3, in the Edina City Hall Council Chambers, 4801 W. 50th St., focusing on Edina's "Next Generation." The event is free and open to the public and will be broadcast on Edina Channels 16 and 813

March 4, 7 p.m.
City Council, Edina City Hall

Tuesday, March 11, 7 p.m.
Heritage Preservation Board, Edina City Hall

Tuesday, March 11, 7 p.m.
Park Board, Edina City Hall

Wednesday, March 12, 7 p.m.
Planning Commission, Edina City Hall

Thursday, March 13, 7 p.m.
Energy & Environment Commission, Edina City Hall

Tuesday, March 18, 7 p.m.
City Council, Edina City Hall

Thursday, March 20, 6 p.m.
Transportation Commission, Edina City Hall

Tuesday, March 25, 7 p.m.
Human Rights & Relations Commission, Edina City Hall

Wednesday, March 26, 7 p.m.
Planning Commission, Edina City Hall

Thursday, March 27, 4:30 p.m.
Arts & Culture Commission, Edina City Hall

March Broadcast Schedule



Edina City Council
(shown until the next scheduled meeting – generally two weeks):

- Saturdays – 7 p.m.
- Sundays – 3 a.m., 11 a.m.
- Tuesdays – 7 p.m. (live broadcast on 1st and 3rd Tuesdays of the month)
- Wednesdays – 3 a.m., 11 a.m.

Planning Commission
(shown until the next scheduled meeting – generally two weeks):

- Wednesdays – 7 p.m. (live broadcast on 2nd and 4th Wednesdays of the month)
- Thursdays – 3 a.m., 11 a.m.
- Fridays – 7 p.m.
- Saturdays – 3 a.m., 11 a.m.

February Park Board Meeting
(airs through March 11)

- Mondays – 7 p.m.
- Tuesdays – 3 a.m., 11 a.m.
- Thursdays – 10 p.m.
- Fridays – 6 a.m., 2 p.m.

"Agenda: Edina"
(new episode on the 1st and 15th of each month):

- Every day – 2:30 a.m., 10:30 a.m., 6:30 p.m.

"Beyond the Badge"
(new episode on the 1st of each month):

- Every day – 2 a.m., 10 a.m., 6 p.m.

"Enterprise Edina"
(new episode on the 1st of each month):

- Every day – 2:15 a.m., 10:15 a.m., 6:15 p.m.

Rotary Club of Edina Meetings
(new episode weekly):

- Every day – 1 a.m., 9 a.m., 5 p.m.

Programs can be watched on cable Channels 16 (standard definition) or 813 (high definition). All content is also streamed online at www.EdinaMN.gov and www.youtube.com/EdinaChannel16.

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